

Progress Report on

March 26, 1952

ELECTRIC FARMING CAMPAIGN

No. 3

**FULL STEAM AHEAD
IN SOUTH CAROLINA**

South Carolina statewide staged lively conference on Electric Farming Campaign, came up with these live-wire plans: Every co-op hire an E. A.; ask help from other ag agencies in promoting campaign; every co-op begin appliance survey; study system improvements needed for anticipated bigger loads; spread details about Section 5 loans. All these resolutions were adopted at Statewide meeting a week later. Note: Managers were greatly impressed by electrification adviser method of bringing Electric Farming Campaign to the farmer.

NEW AND REVISED DATES FOR CAMPAIGN MEETINGS

KANSAS statewide has changed its meeting to April 7, 8, 9 at Abilene.
VIRGINIA, MARYLAND, DELAWARE will meet at Richmond, April 22, 23.
PENNSYLVANIA, NEW JERSEY scheduled for April 17 and 18 at Altoona.
SOUTH DAKOTA starts a series of district meetings on March 31.
NORTHEAST ASSOCIATION of Rural Electric Cooperatives meets May 5 and 6 at Elmira.

CHICAGO ELECTRIC FARMING -- Forty-five hundred farmers and rural electrification leaders met at NRECA Convention in Chicago, heard Secretary of Agriculture laud Electric Farming Campaign: "Of all the resources for a further rapid increase in farm production, electric farming is one of the most promising. This is because its vast potential is as yet largely to be developed. Relatively few farmers have explored and put to work the full range of electric power uses on the farm... Our lack of skilled farm manpower and our urgent need of greater and greater farm production make it imperative that you, through your electric cooperatives, help your farm consumers make better use of the 'wired hand'"...One full day devoted to panel discussions of Electric Farming Campaign. (More on page two.)

FIVE-YEAR PLAN -- AMERICAN STYLE -- Flint Hills co-op at Council Grove, Kans. (27) recently adopted five-year Electric Farming program, with these objectives: Increase average farm usage with emphasis on productive uses, stress member education and information, cooperate with other agencies which help farmers farm more productively. The co-op will send four farm electrification tours annually into each of the four counties it serves, to tell members about production-and-processing uses of rural power. Electric Farming now becomes an integral operating department of this co-op.

LEAD ARTICLE in Hart County EMC, Ga. (39) newsletter for March is "Electricity Can Help Meet Requirements For Farm Products," by James R. Daniel, Hart County PMA Officer. Cites 8 uses for one kwh, nine broad types of electric farming.

ELECTRIC FARMING GETS MORE TO MARKET

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ELECTRIC FARMING LITERATURE and other material have been sent all statewides. Each one gets pamphlets and bulletins for display at statewide meetings, set of ten posters, film strip "A Program To Mobilize Electric Farm Power," and miscellaneous mimeographed fact sheets on Electric Farming Campaign for distribution to audience. A second film strip "Farm Production - Power Use Campaign" goes to REA field men.

INVITATIONS TO ILLINOIS Statewide "Farm Production Power Use Conference" scheduled for March 26 in Springfield, went to 175 managers, directors, E.A.'s, state college people. Extension workers, State Ag Department men, FFA, FHA, PMA, local commercial utility, REA representatives and a dozen manufacturers of farm and home electrical equipment. Statewide prexy Fred Harms will preside. Afternoon panel discussion "What Makes a Successful Farm Power Use Program" will feature Prof. E. W. Lehmann, head of ag engineering at Illinois University, co-op manager Joe Heimann, electrification adviser Ora Snyder, vo-ag teachers, and manufacturers. Earlier in day, Harry M. Combrink, PMA, will speak on "Food and Fiber Production Goals for Illinois," and John Stout, assistant director of Illinois Dept. of Agriculture, on "Attaining Production Goals."

EXCELLENT FEATURE articles in about a dozen Michigan weeklies stress the number of "hired men" helping on specific local farms, calculated on the basis of one "man" per 100 kwh per year. One farm has 79 "helpers," another has 119, etc. Stories show electricity's role in food production for defense, and apparently are submitted by commercial utility which serves farms in that area.

ELECTRIC FARMING EXHIBIT (see photo at right) was one of the most popular at recent NRECA Convention in Chicago. Conventioneers crowded aisles near exhibit, asked hundreds of questions.

MICHIGAN STATEWIDE will meet on April 15 and 16 in Grand Rapids.
MONTANA meeting scheduled for Billings on March 28 and 29.
NORTH CAROLINA holds a series of district meetings the last week in March.

"YOU HAVE CARRIED FORWARD the tremendous job of making our farms more productive as sources of food and fiber. . . In these times of national mobilization, with farm production goals at record-breaking levels, this is a most significant contribution to agriculture and the Nation. The service you are rendering is indeed a defense aid of a high order." -- REA Administrator Wickard at NRECA Convention.

